Time Trend (Plots)
Expanded Nielsen
Database as of DEC 1993

TOTAL U.S.

	WGT DISTRIBTN Tot TOT CAMBRIDGE	WGT DISTRIBTN Tot TOT DORAL
DEC 1988	68	83
DEC 1989	78	85
DEC 1990	82	86
DEC 1991	83	87
DEC 1992	81	86
DEC 1993	77	85

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Source: https://www.industrydocuments.ucsf.edu/docs/lsfn0004

Time Trend (Plots)
Expanded Nielsen
Database as of DEC 1993

U.S. - TOT CONVENIENCE

	WGT DISTRIBTN Tot TOT CAMBRIDGE	WGT DISTRIBTN Tot TOT DORAL
DEC 1988	67	84
DEC 1989	81	86
DEC 1990	84	87
DEC 1991	83	88
DEC 1992	81	88
DEC 1993	77	87

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Source: https://www.industrydocuments.ucsf.edu/docs/lsfn0004

Time Trend (Plots)
Expanded Nielsen
Database as of DEC 1993

U.S. - TOT SUPERMARKETS

	WGT DISTRIBTN Tot TOT CAMBRIDGE	WGT DISTRIBTN Tot TOT DORAL
DEC 1988	75	89
DEC 1989	84	90
DEC 1990	88	92
DEC 1991	90	92
DEC 1992	89	93
DEC 1993	88	93

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Source: https://www.industrydocuments.ucsf.edu/docs/lsfn0004

Expanded Nielsen
Database as of DEC 1993

TOT CAMBRIDGE
3MM

	UNITS SOLD (000)	%Cont	
U.S. - TOT CONVENIENCE	32.53		
REG 1 - TOT CONVENIENCE	1.92	5.91%	
REG 2 - TOT CONVENIENCE	8.75	26.91%	
REG 3 - TOT CONVENIENCE	9.04	27.80%	
REG 4 - TOT CONVENIENCE	9.60	29.53%	
REG 5 - TOT CONVENIENCE	3.20	9.85%	100.00%
U.S. - TOT SUPERMARKETS	34.14		
REGION 1 - TOT SUPERMKTS	2.45	7.16%	
REGION 2 - TOT SUPERMKTS	7.20	21.10%	
REGION 3 - TOT SUPERMKTS	8.92	26.13%	
REGION 4 - TOT SUPERMKTS	10.71	31.36%	
REGION 5 - TOT SUPERMKTS	4.87	14.25%	100.00%

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Source: https://www.industrydocuments.ucsf.edu/docs/lsfn0004